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Message Text

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PAGE 01 VIENNA 02413 291117Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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TO SECSTATE WASHDC 1193
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UNCLAS VIENNA 2413

FOR WCAG

E.O. 11652: N/A
TAGS: BEXP, AU
SUBJECT: COUNTRY COMMERCIAL PROGRAMS-PRELIMINARY FY 1979 IMPUTS

REF: STATE 044899

1. ON BASIS BEST INFO PRESENTLY AVAILABLE, EMBASSY'S RECOMMENDATIONS FOR FY-79 CCP SECTION III CAMPAIGNS FOLLOW:

A. CAMPAIGN NO. 1, PRIORITY 1: COMPUTERS AND PERIPHERAL EQUIPMENT. JUSTIFICATION: IMPORTS OF MINICOMPUTERS ARE EXPECTED TO RISE FROM $8.2 MILLION IN 1977 TO $10.7 MILLION IN 1978 AND $13.9 MILLION IN 1979. THE 1975 U.S. SHARE OF THE $6.3 MILLION IMPORTED WAS 17 PERCENT. SIMILARLY, IMPORTS OF SMALL BUSINESS COMPUTERS ARE PROJECTED TO RISE TO ABOUT $47 MILLION IN 1979. THE U.S. SHARE OF THE $40.5 MILLION IMPORTED IN 1975 WAS ONLY 2 PERCENT. AS A RESULT OF INTENSE PROMOTION, THE U.S. SHOULD BE ABLE TO CAPTURE A GREATER SHARE OF THIS HIGH-TECHNOLOGY MARKET. SIGNIFICANT EVENT/ACTION: U.S. GOVERNMENT-ASSISTED EXHIBITION BY NTM PRODUCERS AT IFABO FAIR, MAY 1979.

B. CAMPAIGN NO. 2, PRIORITY 2: HEALTH CARE AND BIO-MEDICAL
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EQUIPMENT. JUSTIFICATION: IN 1975, THE U.S. HAD AN ESTIMATED 8.5 PERCENT OF AUSTRIAN IMPORTS OF $36.3 MILLION IN HEALTH CARE AND BIO-MEDICAL EQUIPMENT. CONSUMPTION IS EXPECTED TO RISE FROM SOME $39 MILLION IN 1977 TO $67 MILLION IN 1979, ABOUT THREE-FOURTHS OF WHICH WILL BE IMPORTS. MUCH OF THIS RISE WILL RESULT FROM GOVERNMENT SUBSIDIES OF $15-20 MILLION ANNULALLY TO MODERNIZE AUSTRIA'S MEDICAL FACILITIES. THIS

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CAMPAIGN WOULD CONTINUE THAT INITIATED IN FY 1978 TO INTRO-
DUCE NTM U.S. FIRMS TO THIS MARKET.
SIGNIFICANT EVENT/ACTION: AN INTENSIVE PROGRAM OF CALLS ON
MEDICAL INSTITUTIONS AND OTHER END-USERS, AND ON POTENTIAL
AGENTS/DISTRIBUTORS, ESPECIALLY THOSE WHO EXPRESSED INTEREST
DURING THE U.S. MEDICAL EQUIPMENT CATALOG SHOW AT IFAS IN
APRIL 1978.

C. CAMPAIGN NO. 3, PRIORITY 3: LABORATORY INSTRUMENTS FOR
SCIENCE AND INDUSTRY. JUSTIFICATION: MOST OF AUSTRIA'S
ADVANCED RESEARCH AND DEVELOPMENT INSTRUMENTATION IS IMPORTED.
GOVERNMENT-SUPPORTED R&D ACTIVITIES, AND INCREASING PRIVATE
SECTOR REALIZATION THAT NEW TECHNOLOGY IS NEEDED, ARE EPXECTED
TO CREATE AN IMPORT MARKET VALUED AT $42-47 MILLION BY 1979.
THIS IS ANOTHER HIGH-TECHNOLOGY AREA IN WHICH THE U.S. SHOULD
BE ABLE TO SURPASS ITS CURRENT FIVE-PERCENT SHARE.
SIGNIFICANT EVENT/ACTION: PROGRAM OF PERSONAL CALLS ON
AUSTRIAN FIRMS WHICH SHOWED INTEREST AT FY-78 LABORATORY
EQUIPMENT CATALOG SHOW (TENTATIVE).

D. CAMPAIGN NO. 4, PRIORITY 4: AUTOMOTIVE DIAGNOSTIC, REPAIR
AND MAINTENANCE EQUIPMENT. JUSTIFICATION: MOTOR VEHICLE
IMPORTS IN 1976 REACHED A NEW HIGH (ABOUT $1.3 BILLION, AN
INCREAS OF 50.3 PERCENT OVER 1975), AND IMPORT GROWTH IS
EXPECTED TO CONTINUE, ALTHOUGH AT SOMEWHAT REDUCED RATES.
THIS ALSO SHOULD MEAN INCREASED IMPORTS OF DIAGNOSTIC AND
REAPIR EQUIPMENT, A FIELD WHERE WE FEEL U.S. MANUFACTURERS
HAVE AN ADVANTAGE.
SIGNIFICANT EVENT/ACTION: U.S. GOVERNMENT-RECRUITED AND
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SUPPORTED EXHIBITION OF AMERICAN EQUIPMENT AT JANUARY
1979 AUTO-ZUM FAIR IN SALZBURG.

2. RECOMMENDATIONS FOR SECTION IV, OTHER SPECIAL POST EFFORTS,
FOLLOW:

A. ACTIVITY NO. 5, PRIORITY 1: MAJOR PROJECTS. OBJECTIVE:
TO DEVELOP BETTER CONTACTS AND CLOSER MONITORING OF ALL
POSSIBLE SOURCES OF MAJOR PROJECTS IN ORDER TO PROVIDE MORE
TIMELY AND COMPREHENSIVE REPORTING AND FOLLOW THROUGH ON
THESE.

B. ACTIVITY NO. 6, PRIORITY 2: CONSUMER GOODS. OBJECTIVE:
TO CONTINUE TO IDENTIFY AND REPORT AS A TARGET OF OPPORTUNITY
SPECIFIC TYPES OF CONSUMER GOODS WHICH ARE COMPETITIVE AND
FOR WHICH WE BELIEVE THERE IS A READY MARKET IN AUSTRIA.

C. ACTIVITY NO. 7, PRIORITY 3: FOREIGN BUYER PROGRAM.
OBJECTIVE: TO MAKE INCREASED USE (PROVIDING EFFORTS INITIATED

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IN FY-77 ARE SUCCESSFUL) OF TRAVEL AGENCIES AND A JOINT PROGRAM WITH EMBASSIES BONN AND BERN DESIGNED TO ATTRACT MORE FOREIGN BUYERS TO U.S. SHOWS BY OFFERING THEM GREATER INCENTIVES, SUCH AS CHARTER FLIGHTS OR OTHER REDUCED RATES, AN ESCORT OFFICER, AND A TOURISM PACKAGE.

D. ACTIVITY NO. 8, PRIORITY 4: MINI-CATALOG SHOWS IN THE COMMERCIAL LIBRARY. OBJECTIVE: TO CONTINUE TO UTILIZE THE COMMERCIAL LIBRARY (PROVIDING AGAIN THAT EFFORTS BEGUN IN 1977 ARE SUCCESSFUL) FOR MINI-CATALOG SHOWS OF SELECTED U.S. PRODUCTS.

E. ACTIVITY NO. 9, PRIORITY 5: SPRECHTAGE. OBJECTIVE: TO CONTINUE THE SUCCESSFUL PROGRAM OF HOLDING ANNUAL SPRECHTAGE (BUSINESS CONSULTATION DAYS) IN GRAZ, LINZ, INNSBRUCK, AND FELDKIRCH. THIS PROGRAM WILL BE HIGHLIGHTED AGAIN BY A TWO-DAY CONSULTATION IN VIENNA BETWEEN AUSTRIAN FIRMS AND THE
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STATE INDUSTRIAL DEVELOPMENT OFFICE IN EUROPE.

F. ACTIVITY NO. 10, PRIORITY 6: COMMERCIAL NEWSLETTER. OBJECTIVE: TO GIVE ON-GOING ATTENTION TO THE COMMERCIAL NEWS-LETTER AND TO DEVISING NEW WAYS IN WHICH IT CAN SERVE AS A MORE EFFECTIVE EXPORT PROMOTION TOOL. PUBLICATION WILL REMAIN AT FIVE ISSUES PER YEAR DUE TO MANPOWER LIMITS.

3. SUPPLEMENTARY ACTIVITY: EAST-WEST TRADE INFORMATION SERVICE. OBJECTIVE: TO CONTINUE TO MAKE AVAILABLE TO U.S. EXPORTERS INFORMATION AND ASSISTANCE ON EAST-WEST TRADE TO PERMIT THEM TO PENETRATE AND EXPAND MARKETS IN EASTERN EUROPE.BUCHANAN

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